

READ ALL THIS CIRCULAR CAREFULLY

FINAL APPEAL

OFFICE OF THE DOMINION ALLIANCE,

51-52 Confederation Life Building,

TORONTO, September, 1898.

DEAR FRIEND,—Your attention is again respectfully called to the present important crisis in the moral history of our country, and the personal responsibility that rests upon each of us in relation thereto.

We are all alive to the enormity of the terrible evils that result from the liquor traffic, and the destruction that it is working every where, but we do not all fully realize the seriousness of the immediate situation, and the danger that the apathy of the people may prevent our obtaining such an expression of public opinion as will impel Parliament to deal definitely and effectively with this most important question.

YOUR personal influence, if fully exercised, will do much in enabling us to accomplish what we desire. You can stir many to a sense of duty, and, by doing all in your power, *you* will contribute materially to our success in this campaign.

This last appeal comes to you near the end of a conflict in which those who are anxious for the moral welfare of this young and promising country, are contending against the forces of avarice and appetite, against those who, for the sake of personal gain or personal indulgence, are content to have us continue to suffer the sin and woe of intemperance, that not only bears heavily upon us to-day but mortgages the future of the young and innocent, and is a menace to all that is good in the Home, in Society, in the Church and in the State.

A few suggestions regarding this contest are respectfully submitted. Will you kindly *read them all carefully*? Use them and every other suggestion that comes to you to help, as *you* can help, in this great conflict.

We rely upon your co-operation, and heartily wish you every success in your earnest work for all that is good.

On behalf of the Executive Committee.

F. S. SPENCE,
Secretary.

IMPORTANT ITEMS.

(1) Read all of this circular carefully, repeatedly, publicly, in any Committee or Organization to which you belong.

(2) Be careful to see that your campaign finances are looked after in good time, so that you may be free and able to do all the work that is now pressing.

(3) The Voters' Lists to be used in the Plebiscite are the Provincial Voters' Lists. The law that governs the election is the Dominion Election Law. If you have any difficulties about these matters apply to the Secretary of your Provincial Organization.

(4) Flood your neighborhood with literature. For English and German leaflets write to F. S. Spence, Toronto. For French leaflets write to J. H. Carson, Montreal. Order quickly. The time is very short.

(5) The demand for Plebiscite Campaign Leaflets is so great that it may be needful sometimes to substitute very good leaflets in stock for the special numbers ordered, to avoid delay. Purchasers will oblige in such cases, by kindly accepting what is sent, to save time.

(6) The Campaign Pointers are a splendid series. You are requested to order them at once. You may select numbers. The kind you order will be sent if possible. At any rate a good share of them will go, and the balance of your order in others. All are good.

(7) *Four* special CAMPAIGN CARTOONS for posting on walls and in windows are prepared by Mr. J. W. Bengough. They are *very good* and ought to be used freely. Send to F. S. Spence, Toronto, for a supply *at once* so as not to be disappointed. Put them every where. Price, postage pre-paid, per set, 5 cents; per 100 cartoons, 50 cents. Where a number are ordered, equal quantities of each will be sent. Do not miss this effective method of campaigning.

(8) "The Feature of the Month" is a splendid Plebiscite Calendar that ought to be hung in every store and public place. Send John Dougall & Son, Montreal, three 3-cent postage stamps and get fifteen copies by return mail.

(9) Kindly send money for literature with orders. This is important. Samples will be sent free if desired.

(10) Hold many public meetings. Tell the people how to mark their ballots. Take time to work. The cause is worthy of some sacrifice.

(11) THE MOST IMPORTANT part of organization is the appointment of a captain or chairman for every polling sub-division, who will see that every vote is polled. He should have all the help possible, but there ought to be *one man* responsible in every sub-division.

(12) The most important duty is the getting out of our vote.

(13) For any further needed information apply to your Provincial Secretary. The list is as follows: *Nova Scotia*, W. S. Sanders, Halifax; *New Brunswick*, Rev. George W. Fisher, Fairville; *Prince Edward Island*, J. E. Matthews, Charlottetown; *Quebec*, J. H. Carson, Montreal; *Ontario*, F. S. Spence, Toronto; *Manitoba*, Rev. J. M. A. Spence, Winnipeg; *North-West Territories*, W. J. Brotherton, Regina; *British Columbia*, P. C. L. Harris, Vancouver.

FACTS

***To be Remembered, Talked About, and Emphasized
at Every Public Meeting.***

(1) The Dominion Revenue from the liquor traffic averages \$7,101,557 (see Royal Commission Report, page 26). Last year the revenue was larger. The Finance Minister stated in Parliament that this was because a great deal of liquor was entered for duty in expectation of an increase in charges, and that it would mean less revenue later on. Some persons are unfairly concealing this statement of the Finance Minister, and quoting last year's excessive figures as the revenue that would be lost by prohibition. This is a deception.

(2) Prohibition does not involve direct taxation. On February 8th last, in the Parliament Buildings at Ottawa, Sir Wilfred Laurier said to a deputation of prohibitionists, that direct taxation is NOT a necessary consequence of prohibition, though more taxation must be secured in some other way, if the liquor revenue is discontinued.

(3) The advocates of the liquor traffic are misrepresenting the revenue question, though careful statesmen have declared that it is not a reasonable argument against prohibition.

(4) The liquor traffic produces no revenue. It merely collects from the people a vast sum, and pays a small amount of it to the Government. Under prohibition, the people will keep the vast sum, and pay the small amount themselves.

For full facts about the Revenue Question, see Campaign Leaflets, 4-page Series Nos. 1, 3 and 6.

(5) The great amount of capital invested in the liquor-traffic, employs comparatively few men, and is thus kept out of other investments in which it would employ a great many people, pay vastly more wages, and benefit the people instead of making them poor.

(6) The Scott Act is not a failure. The Royal Commission Report shows that it is doing splendid work to-day in those places in which it has been retained, greatly limiting intemperance, and its attendant evils. (See 2-page Leaflet No. 11.)

(7) Prohibition in Maine and Kansas is not a failure. It is violated in some cities and larger towns, but it is a splendid success on the whole, and the people will not give it up. (See 4-page Leaflets Nos. 7 and 9.)

(8) Total prohibition is something far more comprehensive, far more effective, and far more easily enforced than the Scott Act, the Maine Law, or any other partial measure that has yet been tried. Many opponents of the Scott Act have declared that they would support *total prohibition* of manufacture, importation and sale, which prohibition they believe is the only kind that can be made really effective.

(9) It is not true that the liquor traffickers in Canada are strong enough to defy law, resist government, thwart the will of the people, and make prohibition a total failure. They cannot do it.

(10) The liquor traffic exists by permission of the people, and it can be suppressed by the will of the people. The people are responsible for the continuance of the traffic, and the fearful evils that attend it. They have now an opportunity to rid themselves of this awful responsibility.

(11) It is not true that a victory in the Plebiscite will not help the prohibition cause. Sir Wilfred Laurier in promising prohibition if the people voted for it, was not trying to deceive the public. He may be relied upon to honorably keep his word. The friends of the traffic who represent the Premier and other members of Parliament, Conservatives and Reformers as dishonest tricksters, are simply slandering these gentlemen for their own selfish ends.

(12) The Plebiscite only affects the traffic in liquors "for use as beverages." It will not interfere with liquor used in sacrament or liquor honestly used in medicine or arts.

(13) It is not true that the prohibition mentioned in the Plebiscite would interfere with the manufacture of sweet cider, cider vinegar, or cider preserved without fermentation. This was made very clear in the debate on the Plebiscite Bill in the House of Commons. In explaining the word "Cider" as used in the Bill, the Minister of Agriculture said:—

"The word 'Cider' means apple juice which having been treated in manufacture, has become an intoxicating drink, and it does not mean apple juice simply in its raw state."

(14) It is not true that the liquor-traffic has the support of any church. Some few individuals, though deeply deploring the evils of intemperance, have expressed personal fear that prohibition might not be effective, but thousands of noble Christian clergymen have declared their desire to see the liquor traffic overthrown, and are working hard for prohibition.

(15) There are two sides in this contest; the side that is seeking to uphold and strengthen the liquor-traffic, and the side that is seeking to uphold and strengthen the Church, the Law, the School, the Home, and all that helps to make men nobler, happier, and better off. On which side should a Christian citizen be found?

(16) The strongest opponents of prohibition are men who desire to grow rich at the people's expense, and men who would rather see others suffer than give up their personal indulgence. There are thousands of honorable and benevolent men who drink liquor now, but who will cheerfully support prohibition, and give up their own personal preference for the public good.

(17) It is not right to be neutral or apathetic when every vote will count for either the continuance of the bars, or the protection of our boys. No home is safe while the dangerous and alluring liquor-traffic continues.

(18) A defeat in this contest would be a terrible disaster to the cause of temperance—a mighty triumph for the cause of so much sorrow and sin. We cannot afford it. We must do our duty to the full.

(19) Our only danger lies in the indifference of those who ought to be in earnest. The people are right. We have the votes. For the sake of all we love and cherish, *let us see that every vote is polled.*